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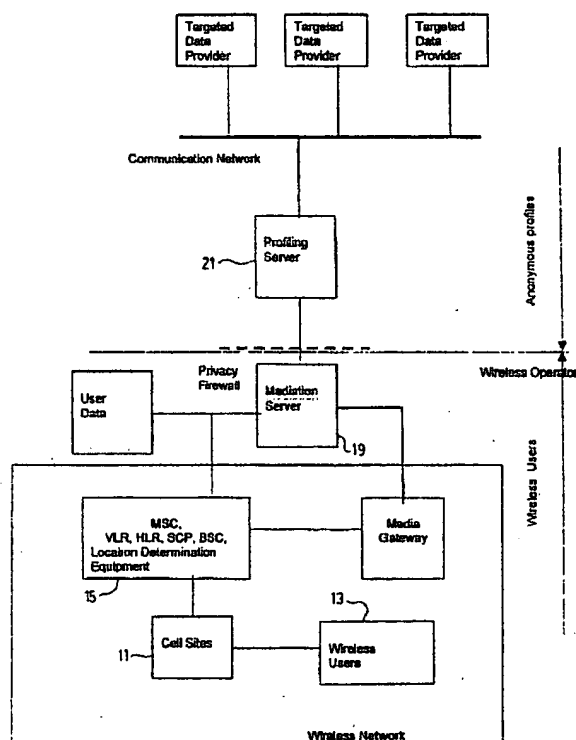
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(54) Title: SYSTEM AND METHOD FOR THE DELIVERY OF TARGETED DATA OVER WIRELESS NETWORKS



(57) Abstract: The present invention relates to a system and method for the passive location positioning of wireless handsets for the purposes of delivering targeted data to users in a wireless communications network while protecting the privacy of the users. The network may contain a plurality of clusters comprising at least two physical nodes communication with each other via a remote link. The first node, the Mediation Server, receives raw location positioning data from the wireless communications network and sends standardized location positioning data with encrypted unique identifiers to the second node, the Profiling Server. The Profiling Server tracks and profiles current and historical location positioning data, compiling databases of anonymous user profiles to permit targeting of personalized and relevant data. The Profiling Server targets data to users with matching profiles and forwards those messages to the Mediation Server for encryption and further message compilation and transport. Privacy is achieved by separation of data collection and message transmission functions from the profiling and targeting functions. The present invention also concerns a method of anonymizing data related to a wireless transceiver.

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